

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

<b>REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL</b>	Title: SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT	
	Inventor(s):	Calabria et al.
	Application No.:	10/743,520
	Filing Date:	December 19, 2003
	Confirmation No.	7681
	Examiner:	Daniel M. Sorkowitz
Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	Art Unit:	3622
	Last Office Action:	October 3, 2008
<p><b>This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.</b> Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application.</p>		
<p>1. Submission required under 37 CFR 1.114</p> <p style="margin-left: 20px;">a. <input type="checkbox"/> Previously submitted. If a final Office Action is outstanding, any amendments filed after the final Office Action may be considered as a submission even if this box is not checked.</p> <p style="margin-left: 40px;">i. <input type="checkbox"/> Consider the arguments in the Appeal Brief or Reply Brief filed on</p> <p style="margin-left: 40px;">ii. <input type="checkbox"/> Other.</p> <p style="margin-left: 20px;">b. <input checked="" type="checkbox"/> Enclosed</p> <p style="margin-left: 40px;">i. <input checked="" type="checkbox"/> Amendment/Reply</p> <p style="margin-left: 40px;">ii. <input type="checkbox"/> Affidavit(s)/Declaration(s)</p> <p style="margin-left: 40px;">iii. <input type="checkbox"/> Information Disclosure Statement, PTO-Form 1449 and references</p> <p style="margin-left: 40px;">iv. <input type="checkbox"/> Other _____</p> <p>2. Miscellaneous</p> <p style="margin-left: 20px;">a. <input type="checkbox"/> Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of _____ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required).</p>		

### Request for Continued Examination (RCE) (Continued)

3. Fees: The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.

☒ The Director is hereby authorized to charge the following fees, any underpayment of fees, or credit any overpayments to **Deposit Account No. 24-0037**.


i. ☒ RCE fee required under 37 CFR 1.17(e), and if applicable, the search and examination fees

ii. ☐ Excess Claim Fees, as delineated below:

(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT LESS HIGHEST NUMBER PREVIOUSLY PAID FOR		(3) NUMBER EXTRA
TOTAL CLAIMS	57	- 57 =	0
INDEPENDENT CLAIMS	5	- 6 =	0

Respectfully submitted,

Fay Sharpe LLP



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April 2, 2009

Date